

Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1-2. (Canceled)

3. (Currently Amended) The electro-optical apparatus according to ~~Claim 11, Claim 12,~~

each of the first double coated adhesive tape and the second double coated adhesive tape including a material having the heat conductivity of 0.6 W/m • K or more.

4. (Currently Amended) The electro-optical apparatus according to ~~Claim 11, to Claim 12,~~

each of the first double coated adhesive tape and the second double coated adhesive tape including acryl rubber.

5. (Currently Amended) The electro-optical apparatus according to ~~Claim 11, Claim 12,~~

each of the first double coated adhesive tape and the second double coated adhesive tape being provided to correspond to the whole peripheral region,

at least one of the plate and the cover being bonded to the electro-optical device over the whole peripheral region.

6. (Currently Amended) The electro-optical apparatus according to ~~Claim 11, Claim 12,~~

the thickness of each of the first double coated adhesive tape and the second double coated adhesive tape being in the range of 50 to 200 µm.

7. (Currently Amended) The electro-optical apparatus according to ~~Claim 11, to Claim 12,~~

at least one of an outmost surface of the plate and an outmost surface of the cover being black.

8-9. (Canceled)

10. (Currently Amended) A projection display apparatus, comprising:
the electro-optical apparatus according to ~~Claim 11; Claim 12;~~
the light source;
an optical system to guide the projection light into the electro-optical device; and
a projection optical system to project the light emitted from the electro-optical
device.

11. (Canceled).

12. (Currently Amended) An electro-optical apparatus, comprising:
an electro-optical ~~device; device,~~ the electro-optical device including:
a first surface having an image display region on which projection light
from a light source is incident and a peripheral region that surrounds the image display region,
the image display region and the peripheral region of the first surface extending substantially
within a same imaginary plane;

a second surface facing in an opposite direction from the first surface, the
second surface including a central region and a peripheral region surrounding the central region,
the central region and the peripheral region extending substantially within a same imaginary
plane; and

side surfaces extending between the first and second surfaces,
a mounting case, the mounting case including:
a cover covering the side surfaces and the peripheral region of the first
surface of the electro-optical device, the cover including a window that exposes therethrough the
image display region of the first surface of the electro-optical device and side fin portions, the
side fin portions being formed on two opposing side surfaces, respectively; and
a plate covering the peripheral region of the second surface of the electro-
optical device, the plate including a window that exposes therethrough the central region of the

second surface of the electro-optical device, the plate including only two bent portions, the bent portions being formed on two opposing side surfaces of the plate, respectively, each bent portion abutting against an outer surface of a side surface of the electro-optical device and an inner surface of a side surface of the cover,

a first double-coated adhesive tape interposed between the cover and the peripheral region of the first surface of the electro-optical device to bond the cover to the peripheral region of the first surface of the electro-optical device;

a second double-coated adhesive tape interposed between the plate and the peripheral region of the second surface of the electro-optical device to bond the plate to the peripheral region of the second surface of the electro-optical device; and

a molding member being between the outer surface of the electro-optical device and an inner surface of the bent portions,

~~a plating process being performed on the surface of the at least one of the plate and the cover, the plating process being performed after performing a blast process on at least one of the surface of the plate and the surface of the cover.~~

13-14. (Cancelled).